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G.I. JOE DIVISION • HASSENFELD BROS., INC. • PAWTUCKET, R.I.

LISTEN...as America's most popular toy soldier now gives commands to lead other G.I. Joe's* into exciting play action. COMMANDS such as: TAKE THE Jeep AND GET SOME AMMO. ENEMY PLANES...HIT THE DIRT. It's a *first*, never before has a figure this size been programmed to talk.

Now Hear GI JOE talk!...

#7690

#7590

#7890

#7790

All four services... "reporting for duty!"

- ✓ talking G.I. Joe® Army
- ✓ talking G.I. Joe® Marine
- ✓ talking G.I. Joe® Navy
- ✓ talking G.I. Joe® Air Force

Talking G.I. JOE® covered by U.S. Patent # 3, 277, 602 or other pats pending.

#7537 WEST POINT CADET. Set includes dress shoes, M-1 rifle, jacket, pants, sash, scabbard and sword, scabbard belt, plumed parade hat.

#7624 ANNAPOLIS CADET. Authentic set includes dress shoes, dress hat, sword, scabbard, belt, dress jacket, trousers, M-1 rifle.

#7822 AIR CADET. Dress-parade jacket, trousers, shoulder sash, waist sash, M-1 rifle, dress shoes, sword, scabbard, parade hat.

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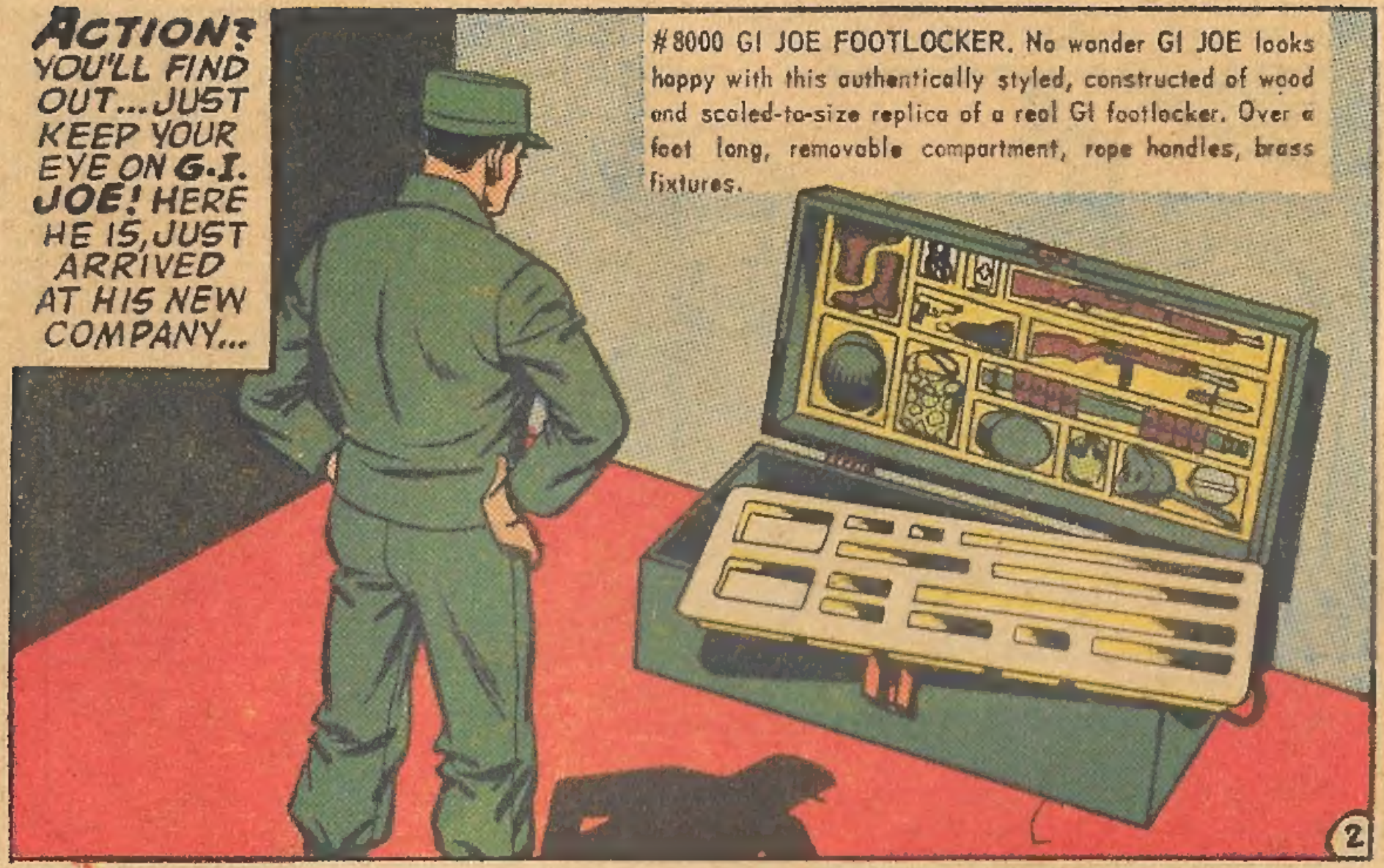

ACTION? YOU'LL FIND OUT... JUST KEEP YOUR EYE ON G.I. JOE! HERE HE IS, JUST ARRIVED AT HIS NEW COMPANY...
#8000 GI JOE FOOTLOCKER. No wonder GI JOE looks happy with this authentically styled, constructed of wood and scaled-to-size replica of a real GI footlocker. Over a foot long, removable compartment, rope handles, brass fixtures.
2

A FINE SOLDIER, IT WASN'T LONG BEFORE HE RECEIVED AN IMPORTANT ASSIGNMENT...
G.I. JOE, U.S. ARMY, REPORTING FOR DUTY!*
SPECIAL DETAIL FOR YOU, SOLDIER. YOU'RE TO LEAD A SQUAD... OBJECT, TO CLEAN OUT POCKETS OF ENEMY RESISTANCE AND SABOTAGE THEIR HEADQUARTERS.
* G.I. JOE'S OWN WORDS... HE'S ACTUALLY TALKING! FOR DETAILS, SEE INSIDE FRONT COVER.
3

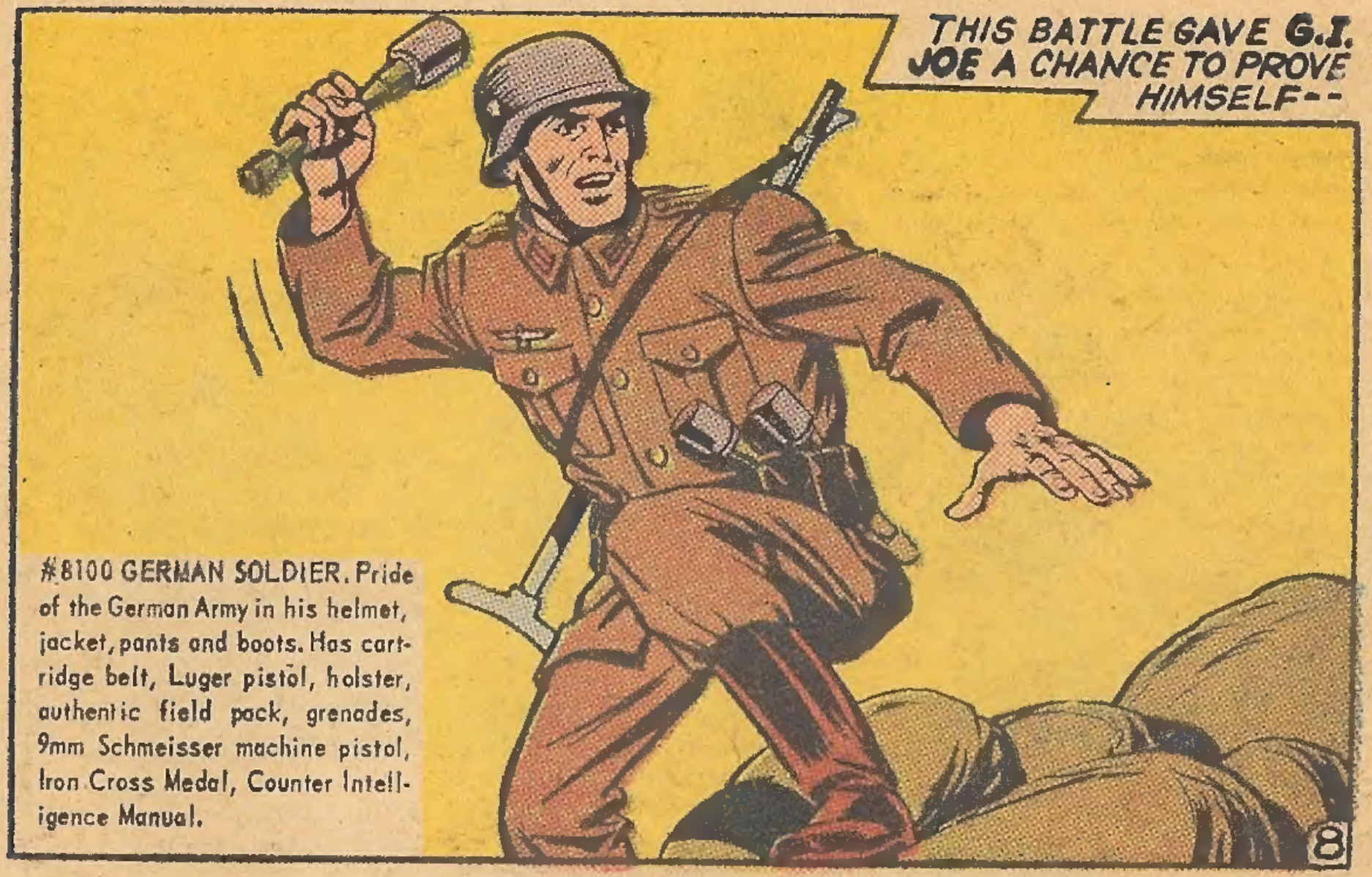
IT WAS A TOUGH ASSIGNMENT...THAT STARTED WITH BEING PINNED DOWN BY A SUPERIOR ENEMY FORCE, WITH FIREPOWER RUNNING OUT...
TAKE THE Jeep AND GET SOME AMMO!
I'LL COME BACK WITH EVERYTHING THE REGIMENT CAN SPARE.
BAM!
BAM!
BAM!
4

THE SQUAD GOT MORE THAN JUST AMMO ... IT GOT SOME BADLY-NEEDED HEAVY WEAPONS ...
NOW WE'LL SHOW 'EM!
RAT-TAT-TAT-TAT-TAT
#7538 HEAVY WEAPONS SET
Realistic 81mm mortar with 3 shells, M-60 machine gun, ammo belt and tripod. Authentic bullet proof vest with belt of bullets and hand grenades.

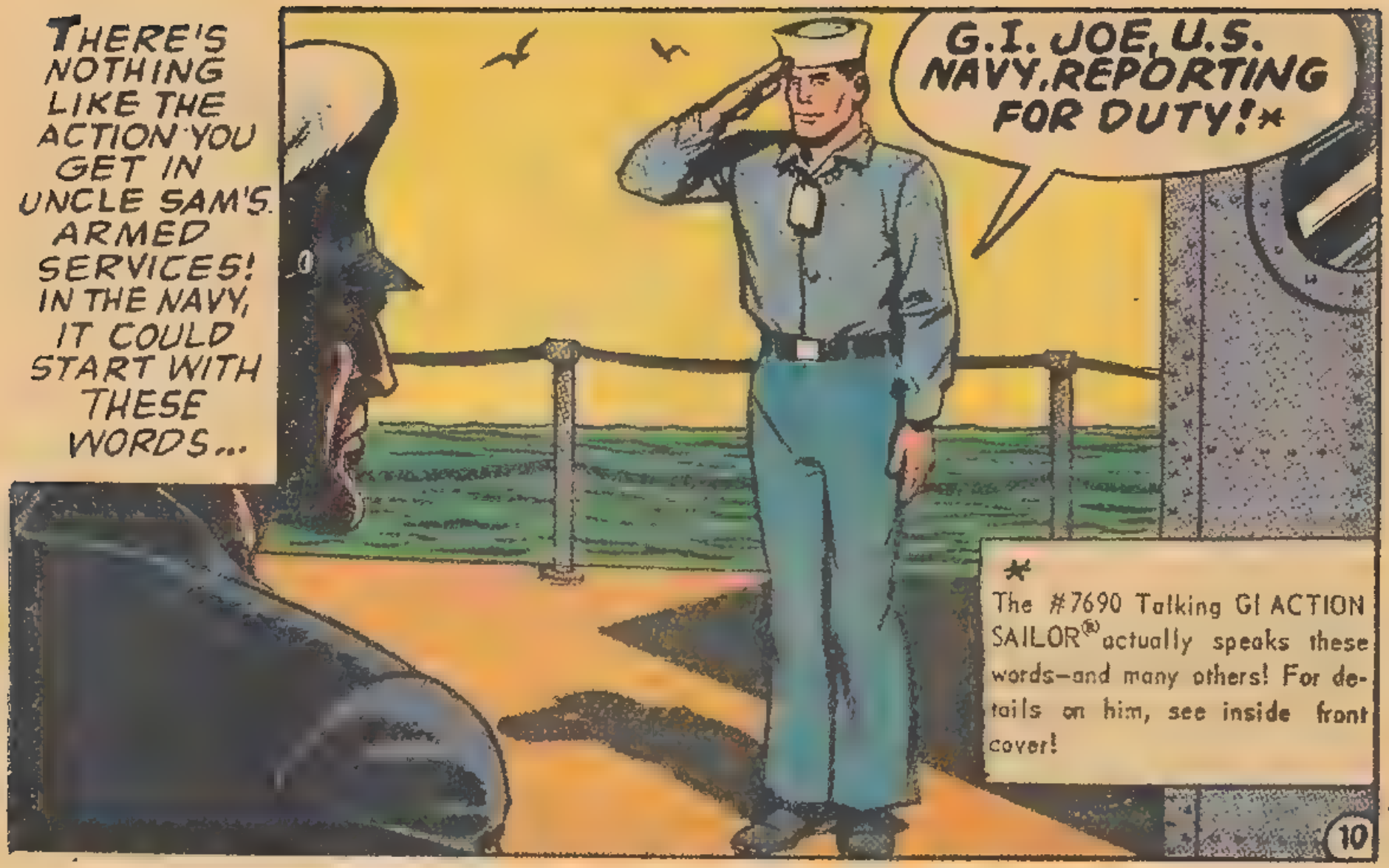
THAT NIGHT... G.I. JOE'S SABOTAGE MISSION!

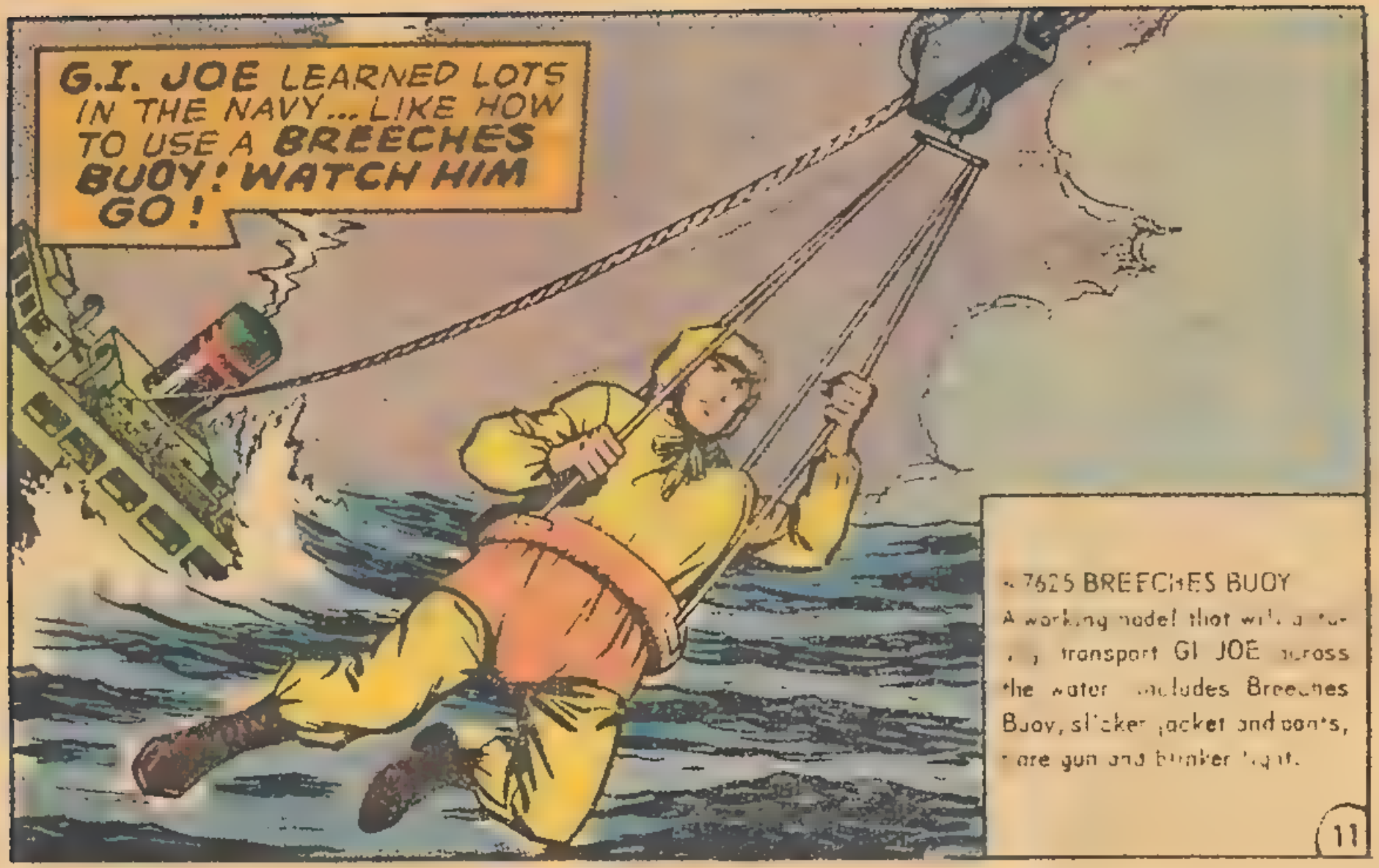
#7516 SABOTAGE SET. GI JOE goes on a secret mission with life raft, anchor, binoculars, 3 TNT sticks, detonator, black stocking cap, gas mask, Morse code radio, earphones and sender, 45mm machine gun, blinker light and flare gun.

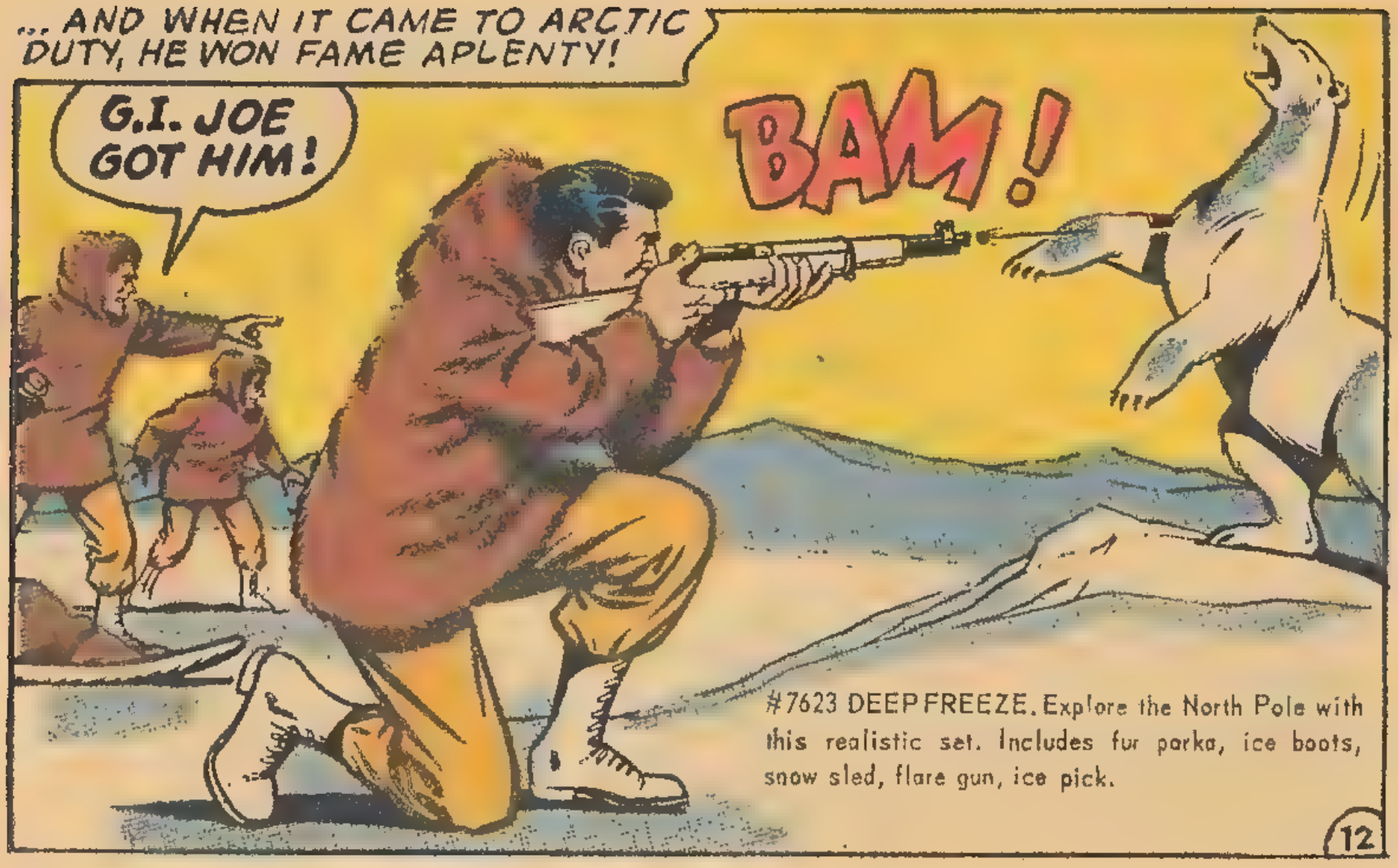
#8103 FRENCH RESISTANCE FIGHTER. Proud hero of the underground in beret, sweater, pants and boots. Included is Lebel revolver, shoulder holster, knife, grenades, radio, 7.65mm Mas submachinegun, Croix de Guerre medal and Counter Intelligence Manual.


THIS BATTLE GAVE G.I. JOE A CHANCE TO PROVE HIMSELF--
#8100 GERMAN SOLDIER. Pride of the German Army in his helmet, jacket, pants and boots. Has cartridge belt, Luger pistol, holster, authentic field pack, grenades, 9mm Schmeisser machine pistol, Iron Cross Medal, Counter Intelligence Manual.
8

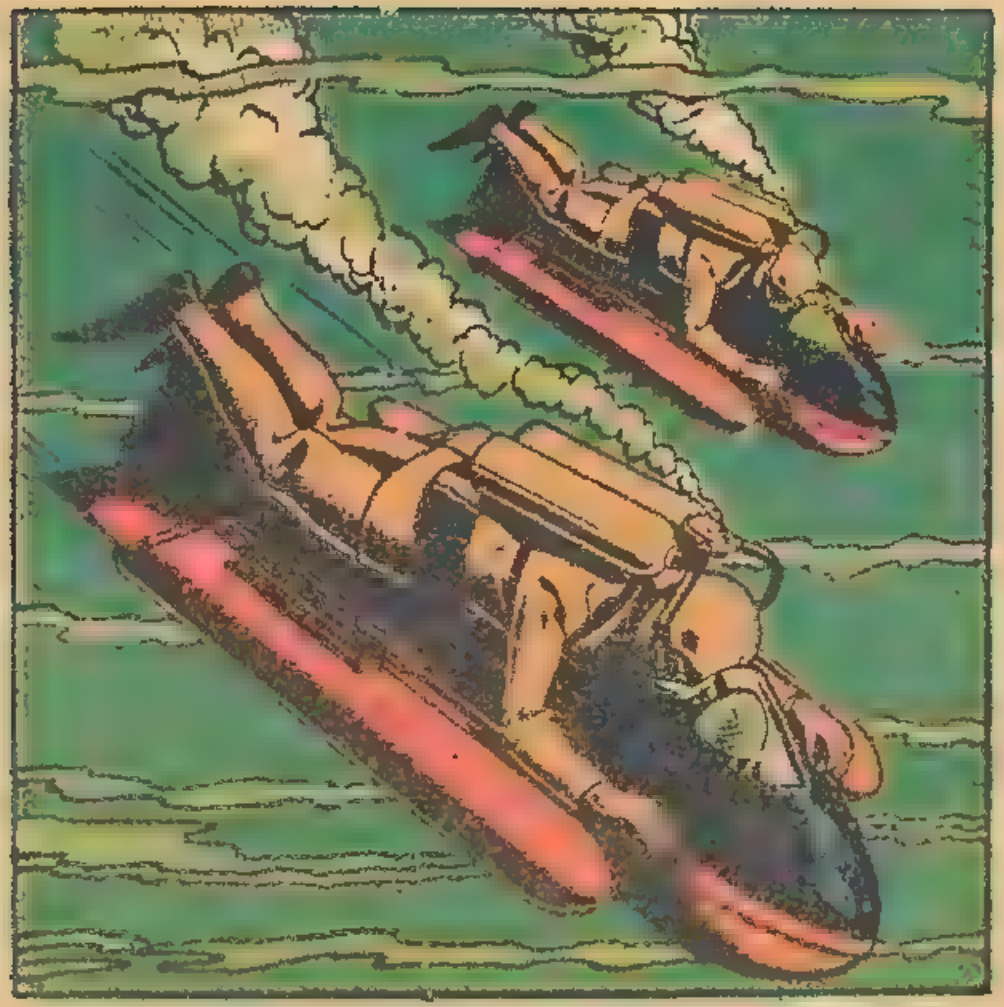
THE RUSSIAN SOLDIER ALSO SAW ACTION GALORE--
RAT-TAT-TAT!
#8102 RUSSIAN INFANTRYMAN
Heart of the Red Army and expert at winter warfare in his fur hat, boots, jacket and pants. Also D.P. light machine gun with bi-pod, field glasses, case, anti-tank grenades, ammo box, Order of Lenin Medal, Counter Intelligence Manual.


THERE'S NOTHING LIKE THE ACTION YOU GET IN UNCLE SAM'S ARMED SERVICES! IN THE NAVY, IT COULD START WITH THESE WORDS...
G.I. JOE, U.S. NAVY, REPORTING FOR DUTY!*
* The #7690 Talking GI ACTION SAILOR® actually speaks these words—and many others! For details on him, see inside front cover!

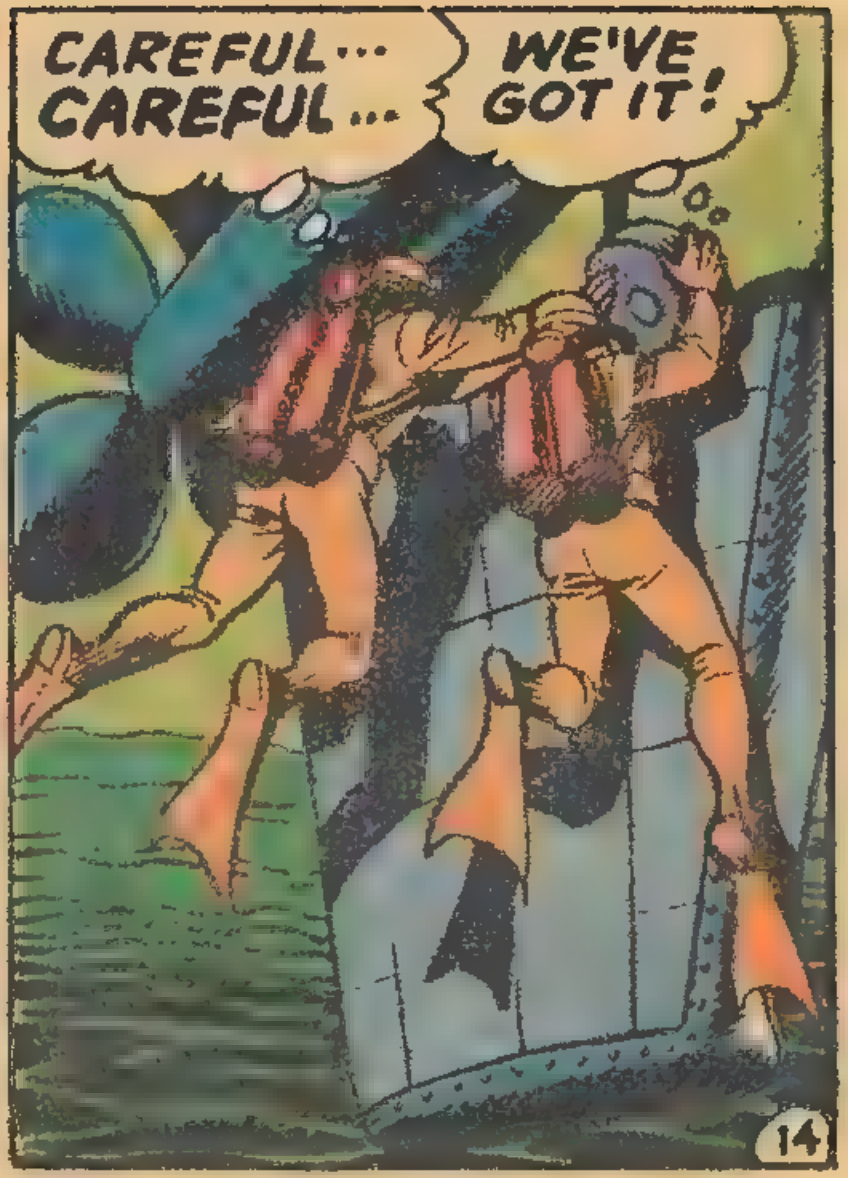

G.I. JOE LEARNED LOTS IN THE NAVY... LIKE HOW TO USE A BREECHES BUOY! WATCH HIM GO!
#7625 BREECHES BUOY
A working model that will [illegible] transport GI JOE across the water. Includes Breeches Buoy, slicker jacket and pants, flare gun and blinker light.


... AND WHEN IT CAME TO ARCTIC DUTY, HE WON FAME APLENTY!
G.I. JOE GOT HIM!
BAM!
#7623 DEEP FREEZE. Explore the North Pole with this realistic set. Includes fur parka, ice boots, snow sled, flare gun, ice pick.

G.I. JOE IS FAMED FOR OPERATIONS LIKE THESE...
WARNING FROM INTELLIGENCE, JOE... SUSPICION OF UNDER-WATER MINE, ATTACHED TO OUR HULL!
FROGMEN! CHECK YOUR SCUBA GEAR!
13



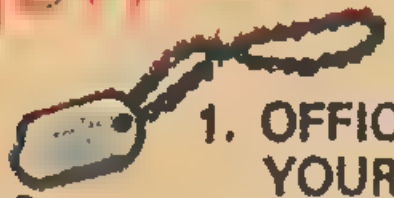
#8050 GI JOE FROGMAN AND SEA SLED SET™. For details of this exciting set, see inside back cover.



#8104 BRITISH COMMANDO. Hero of the British Army and defender of Tobruk in his helmet, jacket, pants, boots and gas mask. Case, canteen, cover, Sten Mark 2S submachine gun, Victoria Cross Medal, Counter Intelligence Manual.

HEY, BUDDY...

JOIN THE G.I. JOE(R) CLUB



SIGN UP TODAY AND YOU'LL GET . . .

1. OFFICIAL G.I. JOE(R) CLUB DOGTAG AND CHAIN WITH YOUR VERY OWN NAME AND SERIAL NUMBER ON IT.
2. YOUR VERY OWN CLUB I.D. CARD.
3. AN OFFICIAL G.I. JOE(R) CLUB MEMBERSHIP WALL CERTIFICATE.
4. A G.I. JOE(R) IRON-ON TRANSFER FOR MOTHER TO IRON-ON A T-SHIRT.
5. THE OFFICIAL G.I. JOE(R) YEARBOOK . . . AN EXCITING 32 PAGE MAGAZINE FILLED WITH PHOTOGRAPHS, DRAWINGS, STORIES AND ARTICLES ABOUT AMERICA'S MILITARY HEROES, EQUIPMENT AND LEGENDS. IT'S A COLLECTORS' ITEM FROM HASBRO(R) . . . A MAGAZINE YOU'LL WANT TO KEEP AND READ ALL YEAR LONG.

ALL THIS *Only* $1

FILL OUT THE COUPON ON THE OPPOSITE PAGE. ENCLOSE ONE DOLLAR AND MAIL TO COMMAND POST HEADQUARTERS.

cut here

FILL OUT NOW & MAIL TO . . .

Col. Pat Lawrence, Commanding Officer
G.I. JOE(R) CLUB
BOX 1207
Pawtucket, Rhode Island 02862

NAME.....

ADDRESS.....

CITY..... ZIP CODE.....

STATE..... AGE.....

PLEASE ENROLL ME AS AN OFFICIAL MEMBER IN THE G.I. JOE(R) CLUB. ENCLOSED IS $1.00, WHICH ENTITLES ME TO ALL MATERIAL DESCRIBED ON THE OPPOSITE PAGE. SEND TO THE ABOVE ADDRESS. SEND NO STAMPS, MAKE CHECKS PAYABLE TO G.I. JOE(R) CLUB.

DID YOU READ ABOUT JOINING THE G.I. JOE(R) CLUB? TURN THIS PAGE BACK TO SEE HOW YOU CAN ENROLL.

PLEASE FILL IN THE FOLLOWING INFORMATION:

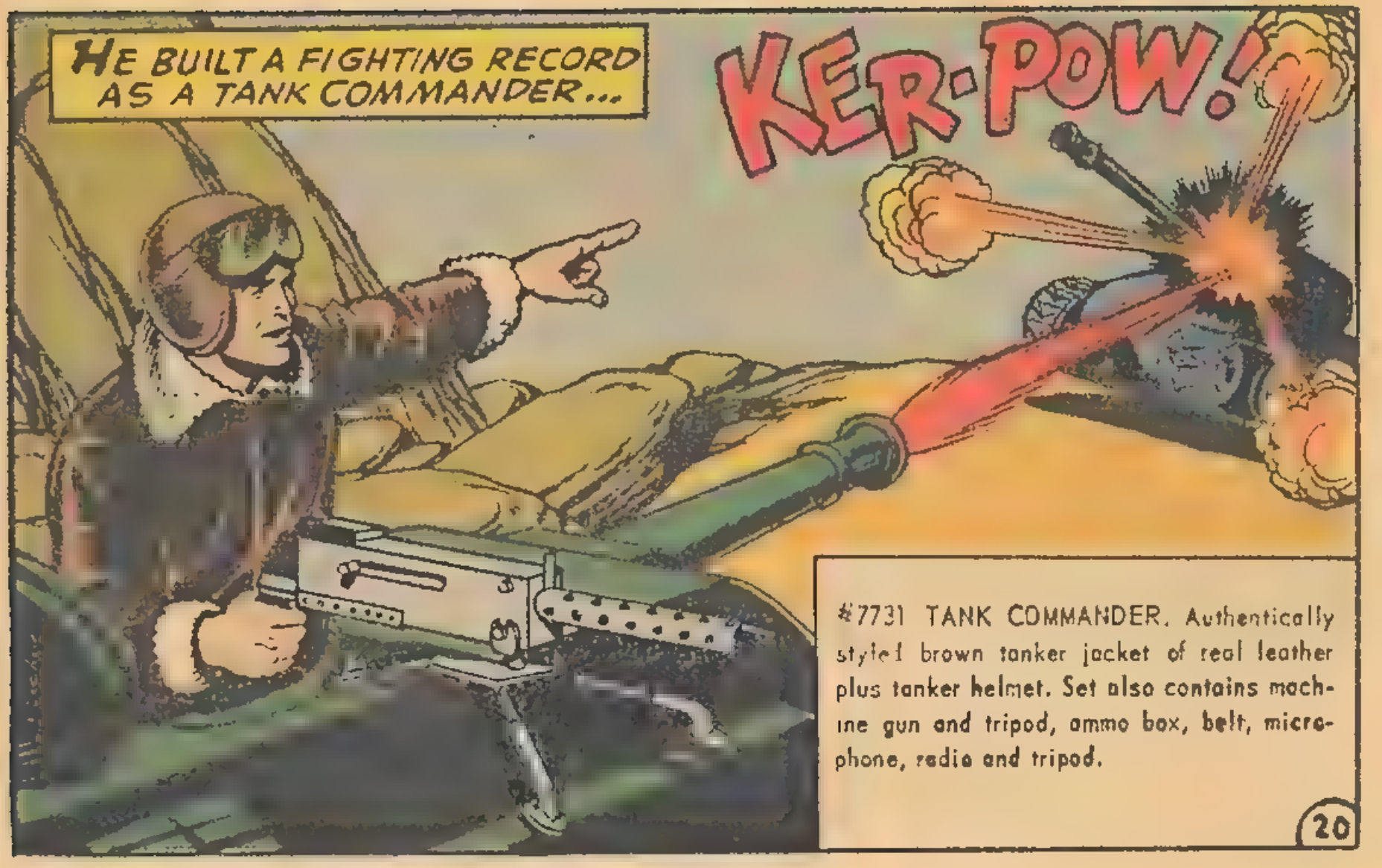
THE LAST G.I. JOE(R) FIGURE OR PIECE OF EQUIPMENT I GOT WAS:

.....

HASBRO, G.I. JOE ARE TRADEMARKS OF HASSENFELD BROS., INC., PAWTUCKET, R.I. REG. U.S. PAT. OFF.

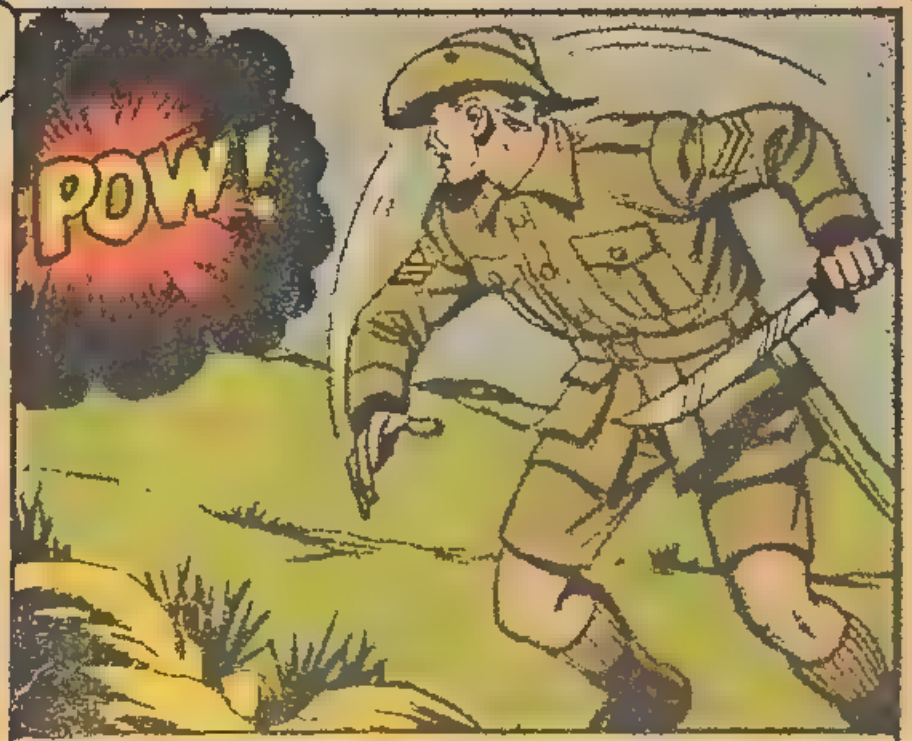
COMMAND POST NEWS IS A TRADEMARK OF HASSENFELD BROS., INC., PAWTUCKET, R.I.

NOW LET'S SEE HOW THINGS WENT WITH THE FIGHTING U.S. MARINES... PACIFIC ARENA...
G.I. JOE, U.S. MARINES, REPORTING FOR DUTY!*
I'VE HEARD ABOUT YOUR GREAT RECORD, JOE, AND I'M BETTING IT'LL BE EVEN GREATER IN A TANK!
* See inside front cover for the exciting details on the #7790 TALKING GI JOE ACTION MARINE®, who can speak up for himself! All talking GI JOE® figures operate by pulling out dog tag, activating programmed speech.
19



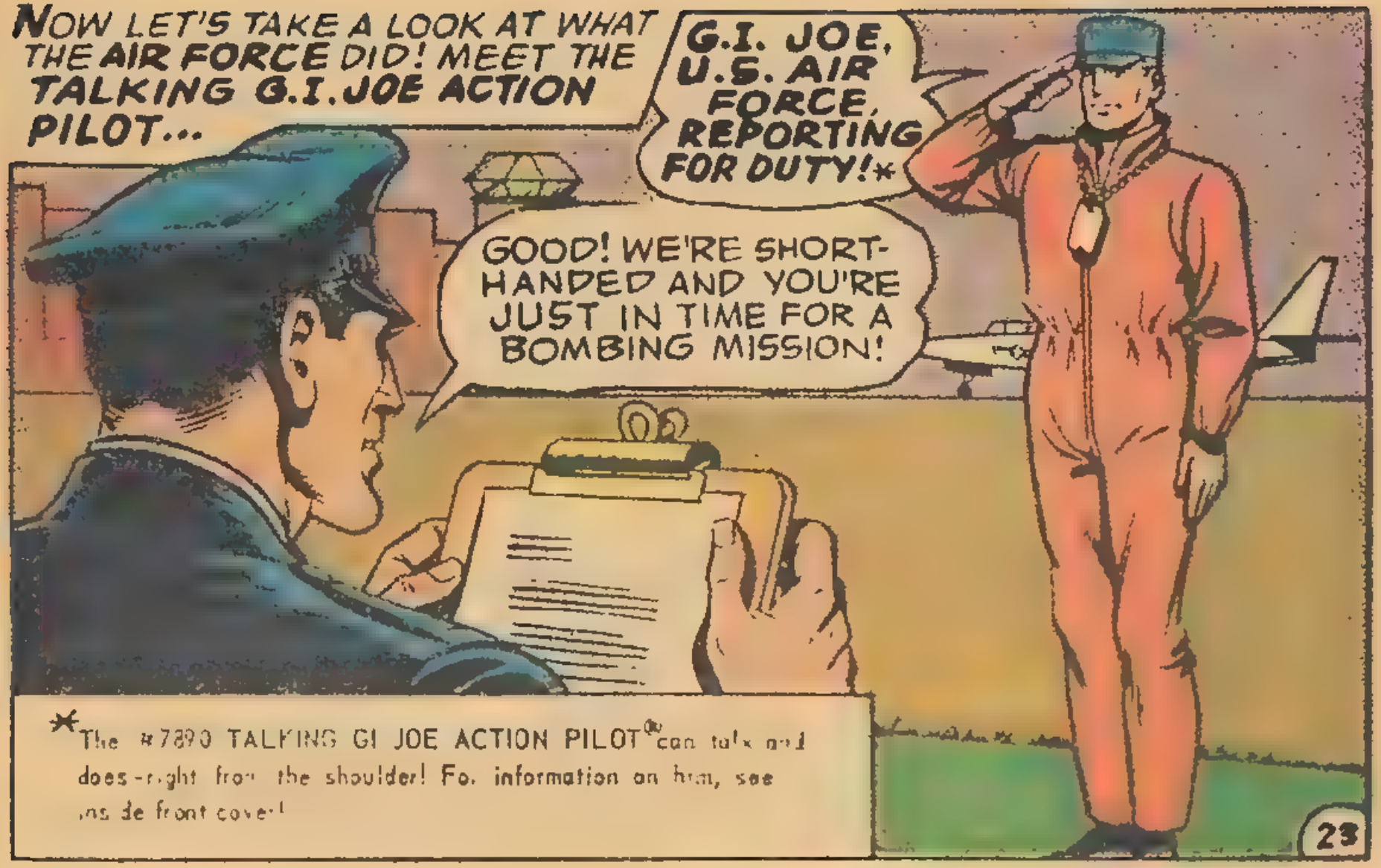
#7731 TANK COMMANDER. Authentically styled brown tanker jacket of real leather plus tanker helmet. Set also contains machine gun and tripod, ammo box, belt, microphone, radio and tripod.

#7732 JUNGLE FIGHTER. Complete with jungle-green fatigue shirt, pants and campaign hat, .45 pistol, holster, cartridge belt. Also AR-15 rifle, canteen and cover, knuckle knife, machete and sheath, flame thrower, field telephone and case.

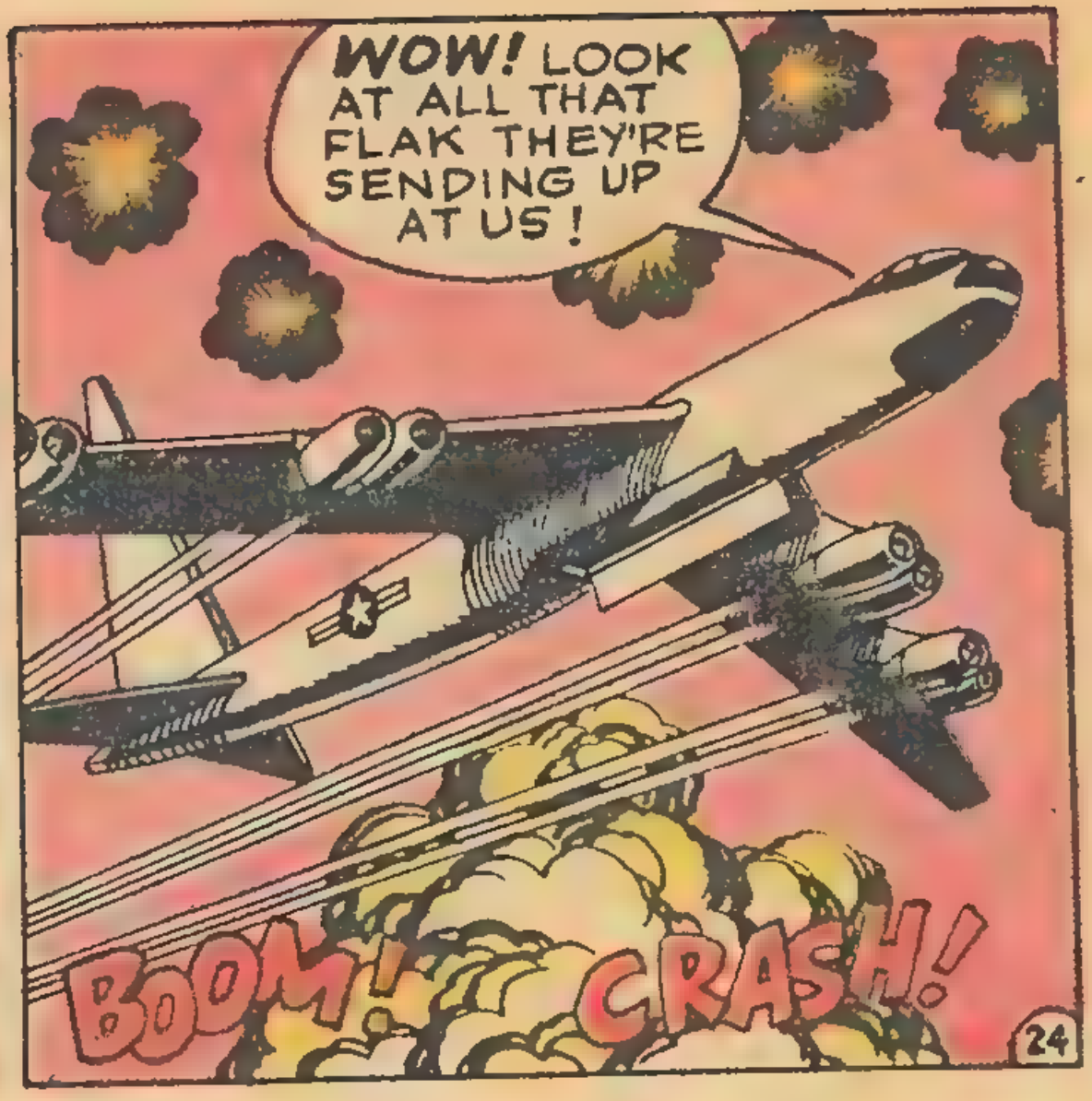


#8105 AUSTRALIAN JUNGLE FIGHTER. The man from "Down Under", famous the world over for his campaign hat, bush jacket, shorts and high socks. Also has boots, grenades, flame thrower, jungle knife, entrenching tool, bush machete, sheath, Victoria Cross Medal, Counter Intelligence Manual.

AND THIS G.I. JOE ACTION SOLDIER WAS IN THE THICK OF BATTLE, TOO--
#8101 JAPANESE IMPERIAL SOLDIER. Hand-picked defender of the Emperor, in helmet, jacket, pants and boots. Authentic field pack, Nambu pistol, holster, cartridge belt, Arisaka rifle, bayonet. Order of Kite Medal, Counter Intelligence Manual.


NOW LET'S TAKE A LOOK AT WHAT THE AIR FORCE DID! MEET THE TALKING G.I. JOE ACTION PILOT...
G.I. JOE, U.S. AIR FORCE, REPORTING FOR DUTY!*
GOOD! WE'RE SHORT-HANDED AND YOU'RE JUST IN TIME FOR A BOMBING MISSION!
*The #7890 TALKING GI JOE ACTION PILOT® can talk and does-right from the shoulder! For information on him, see inside front cover!
23

OVER TARGET! BOMBS AWAY!

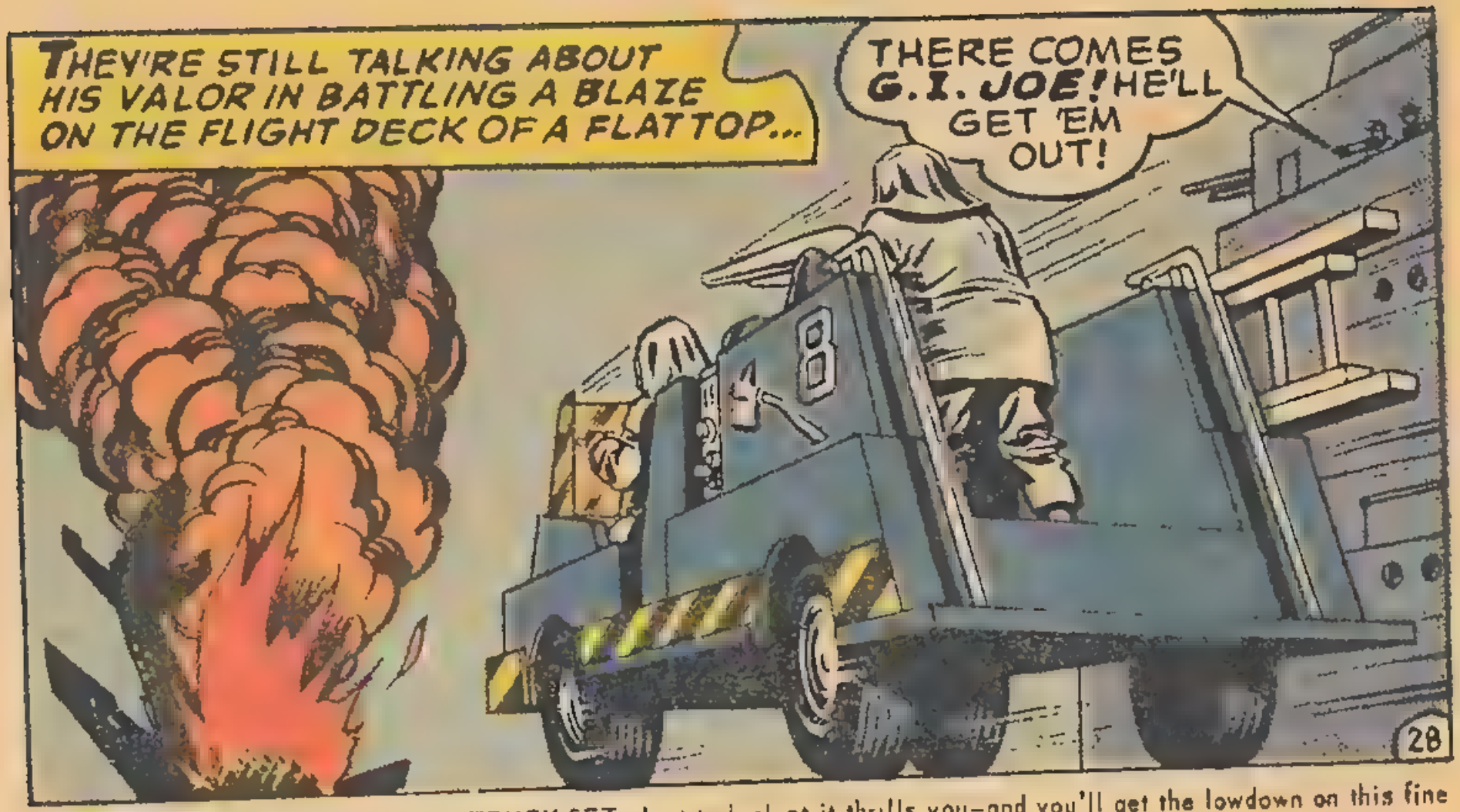

WOW! LOOK AT ALL THAT FLAK THEY'RE SENDING UP AT US!
BOOM!
CRASH!

ENGINE TWO ON FIRE! BAIL OUT! BAIL OUT!
WHAM!
25

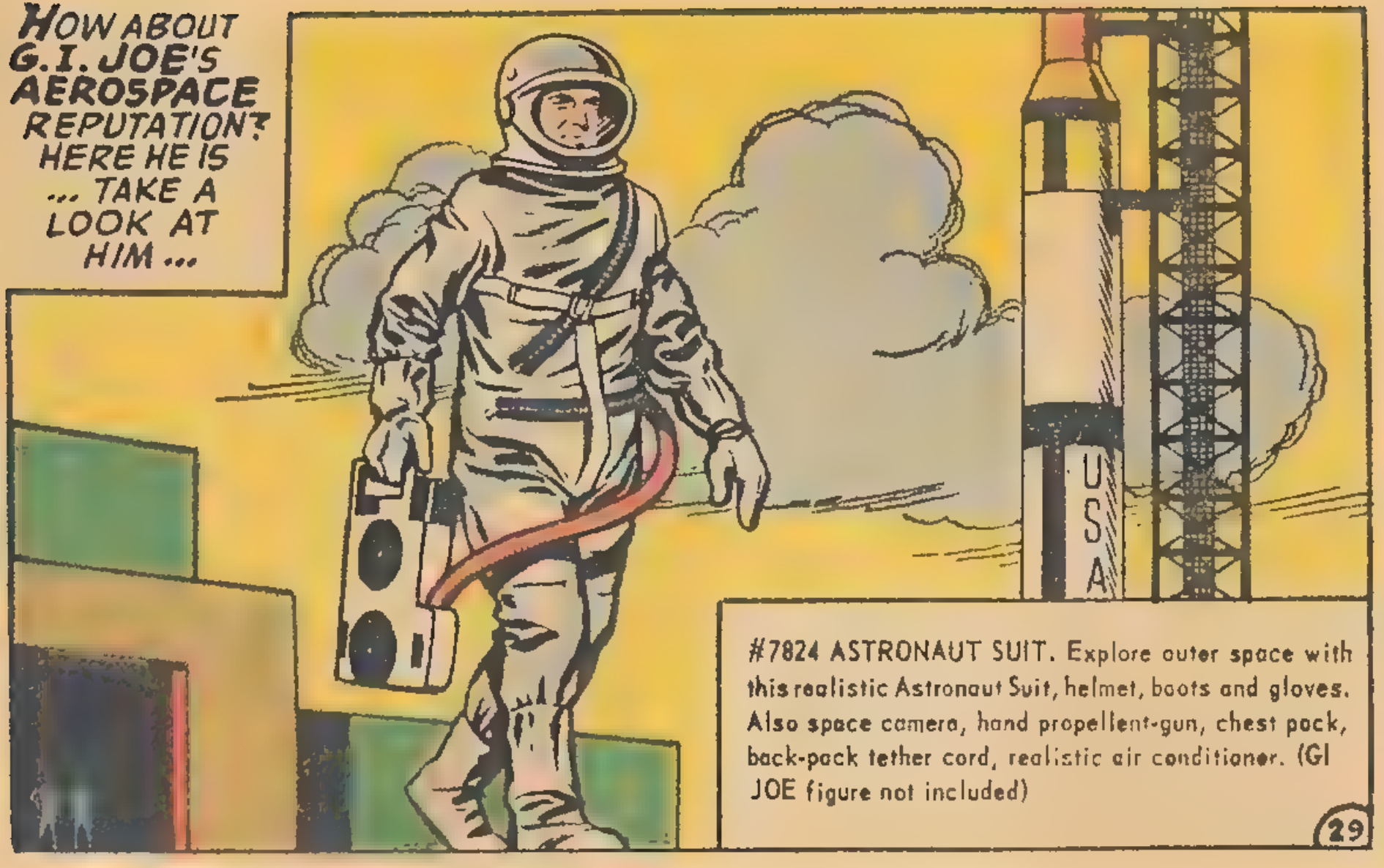
#7823 ACTION PILOT WITH WORKING PARACHUTE. Aircraft in trouble? Bail out with this working parachute and pack. Also Mae West life jacket, G.-Suit, flight coveralls; boots and flashlight.

DRIFTING IN THE MERCILESS SEA... BUT G.I. JOE WAS SAVED! AND HERE'S WHY...

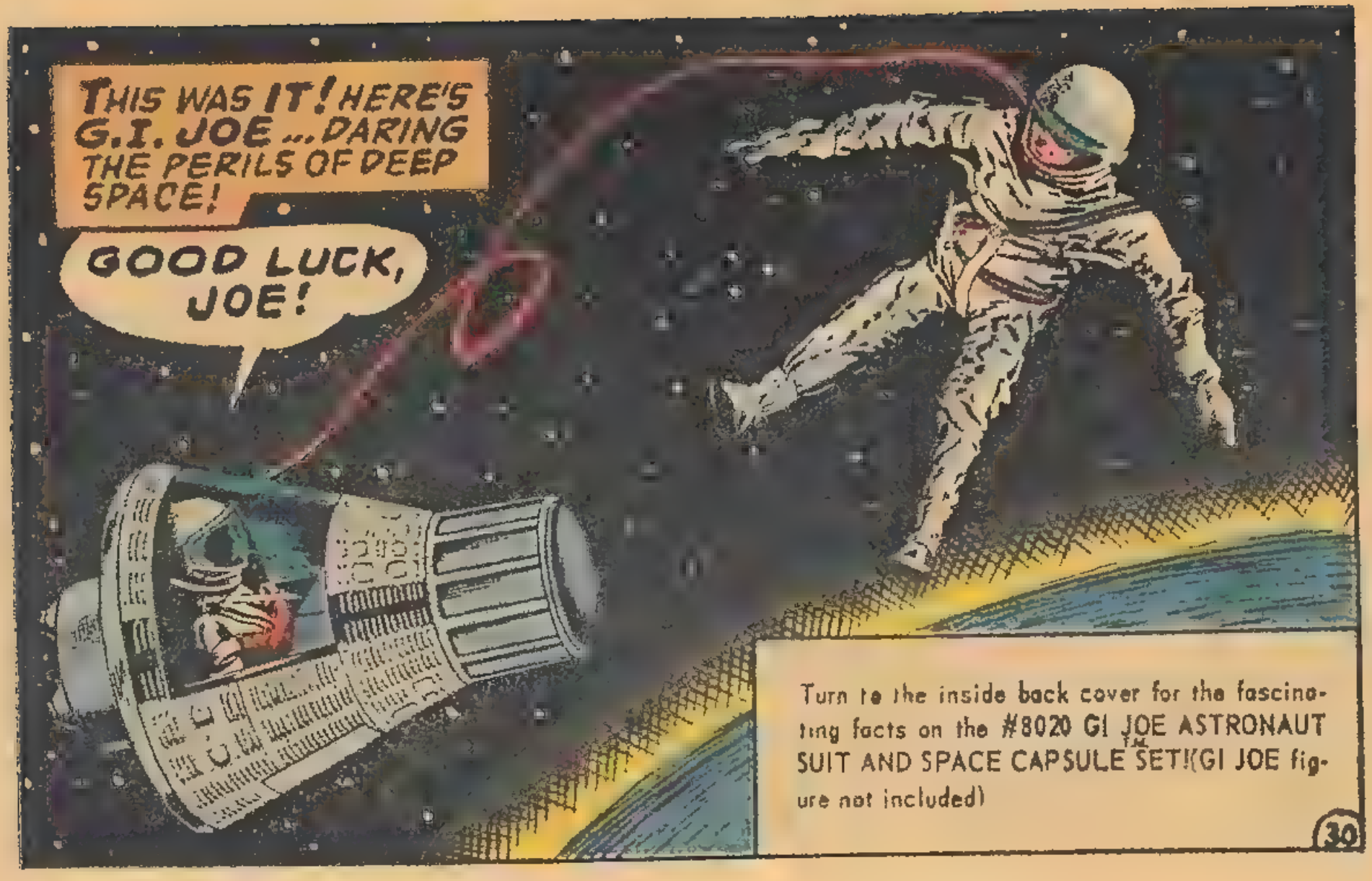
#7825 AIR SEA RESCUE. Brand new authentic set includes orange scuba suit with headpiece, fins, mask, tanks, flare gun, first aid pouch, rescue life-ring with marker buoy.



#8040 GI JOE CRASH CREW FIRE TRUCK SET. Just to look at it thrills you—and you'll get the lowdown on this fine set on the back cover.



#7824 ASTRONAUT SUIT. Explore outer space with this realistic Astronaut Suit, helmet, boots and gloves. Also space camera, hand propellent-gun, chest pack, back-pack tether cord, realistic air conditioner. (GI JOE figure not included)


THIS WAS IT! HERE'S G.I. JOE ... DARING THE PERILS OF DEEP SPACE!
GOOD LUCK, JOE!
Turn to the inside back cover for the fascinating facts on the #8020 GI JOE ASTRONAUT SUIT AND SPACE CAPSULE SET!(GI JOE figure not included)

AND NOW... LET'S GET BACK TO OUR 3 CADETS, WHO HAD WONDERED WHAT ACTION WAS REALLY LIKE. THEY KNOW NOW!
IF THAT'S WHAT'S IN STORE FOR US, WE CAN'T WAIT!
UNCLE SAM SURE HAS HEROES ON HIS SIDE...
... AND WE WANT TO JOIN THEM!

Produced by Custom Comics, Inc., N.Y.C.

Printed in U.S.A.

New Worlds of Action with G.I. JOE®

G.I. JOE is a division of Hassenfeld Brothers Inc., Pawtucket, Rhode Island

#8020 G.I. JOE® ASTRONAUT SUIT AND SPACE CAPSULE SET

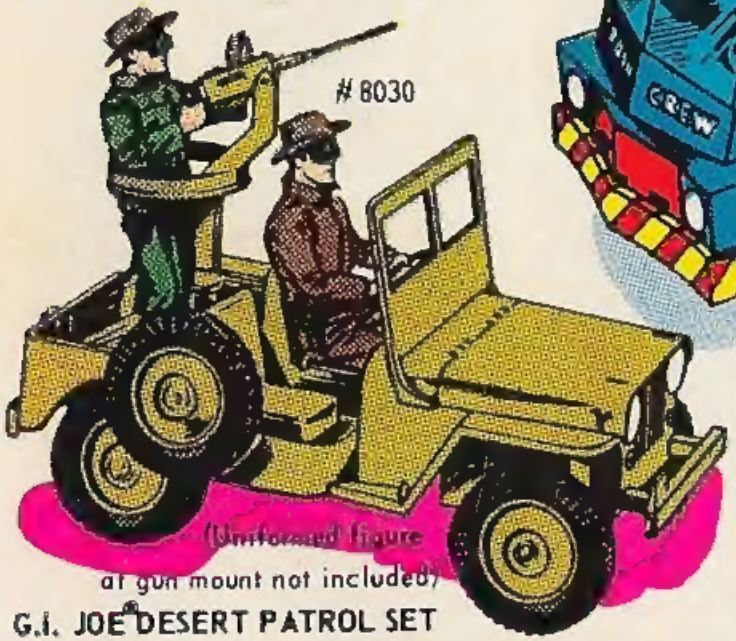
Realistic Astronaut Space Suit comes with each capsule plus actual Mercury Control recording. (Figure not included.)

#8050 G.I. JOE® FROGMAN AND SEA SLED SET

G.I. JOE® in orange scuba suit with fins, mask and tanks on sea sled platform. Battery operated. (3-D Batteries not included.)

On the Move for More Fun with G.I. JOE!®

Straight from the Sahara, and inspired by TV's hottest adventure show, comes HASBRO's Desert Patrol. Set includes driver in desert campaign hat and uniform, boots, "45" pistol, holster, goggles, webb belt. Desert Jeep has 50 caliber machine gun, tripod, antenna, spare tire.



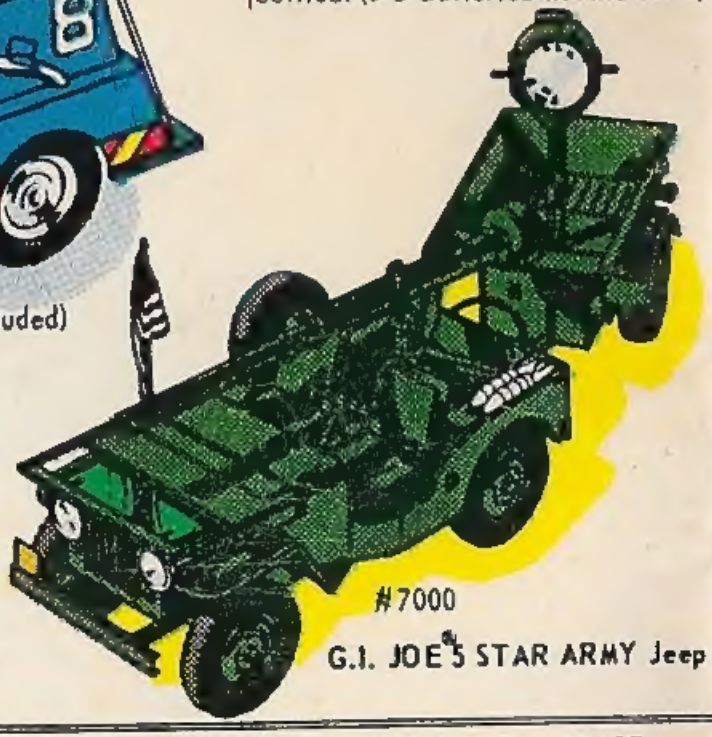
G.I. JOE® DESERT PATROL SET

G.I. JOE® CRASH CREW FIRE TRUCK SET

#8040

Set consists of truck that actually pumps water through pressure nozzle and rubber hose, extension ladder, working siren and blinking light. Plus fire axe, special crash crew suit and boots. (3-D Batteries not included.)

Here's the tough-looking, authentically styled replica of a real Army Jeep. Comes with a working 106mm recoiless rifle, ¼ ton trailer and tripod-mounted searchlight and 4 projectiles. (3-D Batteries not included).



#7000

G.I. JOE® S STAR ARMY Jeep

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